dominant display area 18, an advertisement segment from an ad campaign is presented in real time. If the viewer merely watches the advertisement segment in the dominant area 18, the spot representing the initial advertisement segment will play out and real time programming will continue. If the viewer selects one of the selectable zones 20, the viewer enters cyber time and can view the selected advertisement from the selected ad campaign. As shown in Figure 3, the advertisement that was playing in the selected selectable zone becomes the presentation in the dominant display area 18. The visual part of the presentation that is replaced is displayed in a picture-in-picture window 22 that also is a selectable zone 20. In addition to other picture-in-picture windows, preferably each of the advertisement segments of the storyline 12 of the selected ad campaign appears in a picture-in-picture window 24 at the bottom of the dominant display area and is a selectable zone 26. It is these windows that create a storyboard 28. Any previously displayed storyboard 28 disappears. The viewer then has a full compliment of selections between ad campaigns, including that being presented in real time, and between individual advertisement segments that comprise the selected ad campaign. The viewer may stay in an advertisement segment as long as the viewer desires or jump between advertisement segments and ad campaigns randomly. Preferably, a real time broadcast window 30 is always present on the display to let the viewer know what is currently being broadcast in real time. If the viewer wants to resume viewing the current broadcast at any time, the viewer need only select the real time broadcast window 30 to do so.

The preferred technology for implementing the present invention utilizes known picture-in-picture technology delivered over any number of known embodiments of interactive telvision broadcast mediums 40, such as shown for example in Figure 5. A variety of predetermined video advertisement segments are streamed into predefined picture-in-picture windows. An invisible overlay over the entire screen allows each window to be a selectable zone without interrupting the video being streamed inside of it. Depending on the content of a window, selecting the window sends specific instructions to a computer (set top box) to reconfigure the screen for the viewer. A small window may become a large window and vice versa, and more windows may pop up allowing for more selections. A real time broadcast window included in the development of the advertisement package allows the viewer to return to the traditional broadcast signal from an alternative selection. Additionally, buttons could be included in a

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